

HOMEBUILDER

HOMEBUYER JOURNEY MAP TEMPLATE



Homebuyer Inspiration & Discovery	Online Research	Location Search	Agent or No Agent	New Home or Resale	Brand Awareness/ Visits Website	Drive Communities	Model/Sales Office Visit
What is the customer thinking or feeling?							
What is the customer's action?							
What is the customer's touchpoint with the business?							
What do we want to change about this step?							
How and/or why will we make this change?							

Homebuyer Decision Making	Shop Around	Follow-Up Communications	Loan Pre-Approval	Follow-Up Visit	Conditional Contract	Loan Approval Process	Firm Contract
What is the Homebuyer thinking, feeling, or doing?							
Who from our company is the Homebuyer hearing from or talking to?							
What content from our company is the Homebuyer interacting with?							
What can we do to expedite this process?							
What can we do to make the Homebuyer more comfortable in decision making?							

Homebuyer Selections, Construction, Move-In	Design/Decor Meeting	Pre-Construction Meeting	Construction Update Communication	Pre-Drywall Meeting	Pre-Delivery Orientation Scheduling	Pre-Delivery Orientation	Closing/Key Delivery
What is the customer feeling?							
Why is the customer feeling this way?							
How do we communicate with the customer?							
What action do we take in the background?							

Homebuyer Warranty & Relationships	30-Day Comm./Scheduling	30-Day Service Meeting	Follow-Up Service By Trade(s)	Follow-Up Service Comm.	12-Month Comm./Scheduling	12-Month Service Meeting	Follow-Up Service By Trade(s)	Follow-Up Service Comm.	Maintenance Tips/Comm.	Referral Awareness Meeting
What is the customer thinking or feeling?										
What is the customer's action?										
What is the customer's touchpoint with the business?										
How does the above section differ than the current or previous state?										
Why do we feel this will alter the customer journey?										